

## Administrative Regulation

Advertising on Campus and at School-Sponsored Activities

The district believes that it is in the interest of the community and the district to permit and encourage the support of school activities through donations and sponsorships. To that end, booster clubs, sports teams, and other extra-curricular activities often recognize financial contributions through posters and banners placed on fields, and logo placement on uniforms or programs.

It is necessary for the appropriate school district authorities to approve all messages, announcements, and materials distributed to and through students by organizations and groups not connected with the school. The purpose of this regulation is to insulate students from inappropriate material and prevent the commercial exploitation of students via advertising and promotion unrelated to the district or its educational purpose.

The following procedures will be used in granting approval for advertisement of corporations or individuals at school events, through school programs, or on school property:

- A. All materials must be approved by the designee of the superintendent, and a sample of the actual materials to be distributed shall be made available prior to approval or dissemination. The name, address, and telephone number of the director, leader, or other persons responsible for preparation and distribution of the materials shall be included with the sample copy.
- B. Materials may not be distributed or posted without prior approval.
- C. Standards of acceptance for materials distributed to the schools follow:
  1. All materials shall have correct spelling, grammar, and punctuation.
  2. Hand-drawn pictures, lettering, or other reproductions shall be neat and legible.
  3. Acceptable materials shall not discriminate or reflect adversely upon any person on the basis of actual or perceived ancestry, age, color, disability, gender, gender identity, gender expression, immigration status, nationality, race or ethnicity, religion, sex, sexual orientation, parental, pregnancy, family, or marital status or association with a person or a group with one or more of these actual or perceived characteristics.
  4. Campaign materials submitted by individuals seeking election are not permitted nor are materials submitted by others in support of or opposed to a candidate or political measure. Any campaign materials placed on district property will be removed and any individual attempting to

campaign on District property or blocking access to district property will be directed to relocate to a public sidewalk or area off District property.

5. Materials designed to increase a candidate's visibility once an individual's candidacy has been filed are not permitted.
6. Acceptable materials shall not contain any statement which is not in the best interest of the welfare of students or opposed to the educational goals of the district.
7. Materials containing commercial representations either by name, trademark, logo, or other symbol are prohibited unless permission to utilize the logo or trademark is provided as support for the material.

D. Additional restrictions include:

1. Materials may not be:
  - i. Libelous;
  - ii. Vulgar;
  - iii. Obscene;
  - iv. Racially offensive;
  - v. Factually inaccurate;
  - vi. Inappropriate for minors;
  - vii. Inappropriate for the age of students served by the school;
  - viii. Incompatible with the educational philosophy of the district or the community at large; or
  - ix. In violation of any state or federal policies, regulations, laws, or statutes.
2. The district will not permit advertisements to be constructed or displayed if the contributor's name as used in the advertisement describes, suggests, promotes or is commonly identified with any product, service, activity or advocacy of a political or partisan issue or statement, which is incompatible with the District's educational philosophy or the community at large, including but not limited to the following products, services or activities:
  - i. Gambling or gambling aids;

- ii. Tobacco products;
  - iii. Alcohol, beer, wine or liquor products;
  - iv. Birth control products or related information;
  - v. Drug paraphernalia;
  - vi. Pornography;
  - vii. Illegal acts or acts illegal for minors;
  - viii. Explicit sexual content or sexual overtones; or
  - ix. Any product illegal for minors or the age of the students served by the school.
- E. School administrators shall request that any individual who, by his/her presence or action, disrupts or threatens to disrupt normal operations at a school campus or any other District facility, relocate to a public location off District property. If the individual refuses to leave District property, police assistance will be requested and legal action may be pursued.

All advertisements placed on school property shall become the property of the district and may be removed by the district at any time. Reasons for removal include but are not limited to:

- A. Disrepair;
- B. Dissolution of the company;
- C. Change in District guidelines relative to advertising on school property;
- D. Non-payment of fee; or
- E. Change in school principal or superintendent's designee.

The Principal may limit the number and location of advertisements which may be displayed at each school. Issues regarding the number and/or location of advertisements at a particular school site will be resolved by the Principal in consultation with the designated assistant superintendent.

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